

# Rodrigo Guerrero

## Professional Portfolio



I am an aspiring Marketing professional with a Master's of Science in Marketing, a Bachelor's of Arts in Communication and a Minor in Advertising and Public Relations. Throughout my years in these fields, I have learned the importance of honesty, creativity, hard work, teamwork, and perseverance.

I have worked in various positions that focused on social media, digital marketing, and marketing and advertising events. I have grown small businesses' social media accounts to help boost their sales, by connecting with target audiences through Instagram and Facebook and creating long and meaningful relationships with customers. I have also had the privilege to work with brands like Perrier, San Pellegrino, and Bacardi setting up events for them.

I am committed to continuous growth, and I am excited to embark on new challenges. I am determined to make a meaningful impact and embrace every opportunity for learning and development.

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### Skills:

- Microsoft Applications
- Adobe Applications
- Cross-Functional Work
- Organization
- Analytics
- Google Ads
- CRM
- Social Media
- Digital Marketing
- Email Marketing
- Event Planning and Coordination
- Adaptability
- Copywriting
- Project Management
- Bilingual
- Presentations
- Time-Management
- Communication
- Logistics

### Certifications:

- Google Ads Search
- Google Ads Apps
- Google Ads Display
- Google Analytics
- Google Ads Shopping
- Six Sigma Green Belt
- Hootsuite Platform Certification

## **Social Media Manager - aeCore Backers**

## **Increasing Brand Awareness**

As the company was in a very niche category, which is photography backdrops. I had to find a way to reach our target audience and stand out.

My plan was to reach out to a couple Instagram influencers that could help us reach our target audience so we could send them some of our products. This way we could get when they posted using our product and tagging us, their 10k – 30k followers would see our product and our brand.

Through this we were able to connect with groups that we could sell and advertise our product to. This led us to increase brand awareness, customer relationships, and overall sales. After concluding my plan, we broke the record in sales on Black Friday for the company (from \$5,000 to \$35,000).



## Logistics Assistant - LU Events

### Event Coordination and Activation

I collaborated with high-profile brands such as Perrier, San Pellegrino, Bacardi, and Santa Teresa to coordinate logistics for experiential marketing events.

Anywhere from Brand Ambassador tastings in liquor stores to big events like: *Miami Art Basel*, *South Beach Wine & Food Festival*, and the *Miami Rum Congress*.

I took part with everything that was the pre-planning of the events and the actual execution and set up of our event or booth.



## Social Media & Digital Marketing

While working at LU Events I was tasked with coming up with ideas for a marketing plan for Santa Teresa's limited-edition bottle.

I came up with a plan to send out bottles to celebrities and influencers so that we can reach large audiences when they posted it on the social medias.

The follower count of all the celebrities and influencers together was around 15 million Instagram followers. This allowed us to reach a large audience and create a sense of excitement for the limited-edition bottle which ended up selling out after our marketing plan concluded.

sergionovelli



Sergio Novelli  
20.1K posts 3.1M followers 2,985 following

News personality  
Journalist Miami, FL  
Te hablo con la verdad...  
Hijo de Dios, Hugo y Tere | Padre de 4, Hermano de 4  
@pattycocina more  
See Translation  
youtube.com/@SergioNovell... and 2 more  
sergionovelli Libertad · Nil Moliner 1 more

requenaoficial



Maria Alejandra Requena  
5,745 posts 1.9M followers 1,827 following

Public figure  
Autora de #ElijoSerFeliz  
Conferencista  
Podcaster "Elijo Ser Feliz"  
2 National Emmys awards 🏆 more  
See Translation  
linktr.ee/marialerequena  
requenaoficial

josefmartinez17



Josef Martinez  
292 posts 1.2M followers 562 following

Athlete  
x.com/josefmartinez17?s=2... and 1 more  
josefmartinez17



## Marketing Specialist – Kerno

### Traditional Marketing

Working at Kerno I had the task working on **Traditional Marketing**. Since our product is something that you have to see in person to really appreciate it, I organized and directed the creation and distribution of all our samples.

I came up with a list of people and companies that should have these samples like local carpenters, distributors, and architects.

In 2025 we have made around 1,500 samples which have helped us boost brand awareness and customer conversion rates across Broward and Miami-Dade County.



## Excel

In addition, I created an **Excel** sheet to track our inventory for the use of our samples for 2025. I took inventory of our products in the beginning of the year, and then tracked how much we had sold, received, and sampled so we knew what was being used.

In this **Excel** sheet, I tracked the inventory of 63 products for the entire year. This required a high level of organization, consistency in data entry, and close attention to detail to ensure accuracy over time.

This enabled me to identify inventory trends and support more informed planning decisions.

White 4001PL	
<b>Total</b>	<b>2</b>
<b>Start</b>	<b>0</b>
<b>Sold</b>	<b>777</b>
<b>Received</b>	<b>783</b>
<b>Sample</b>	<b>4</b>

<b>Super-Matte PL</b>	
<b>White (4001PL)</b>	<b>2</b>
<b>Blanco (9001PL)</b>	<b>144</b>
<b>Black (4017PL)</b>	<b>0</b>
<b>Cashmere (4011PL)</b>	<b>0</b>
<b>Cashmere (9011PL)</b>	<b>2</b>
<b>Cream (4010PL)</b>	<b>97</b>
<b>Light Grey (4016PL)</b>	<b>199</b>
<b>Pearl (4006PL)</b>	<b>348</b>
<b>Stone Grey (4012PL)</b>	<b>7</b>
<b>Pebble (4022PL)</b>	<b>267</b>
<b>Rain Cloud (4014PL)</b>	<b>240</b>
<b>Slate (4018PL)</b>	<b>158</b>
<b>Veil of Mist (1011PL)</b>	<b>181</b>
<b>Denim (4009PL)</b>	<b>155</b>
<b>Pure Blue (4026PL)</b>	<b>36</b>
<b>Marine Blue (4020PL)</b>	<b>46</b>
<b>Fjord (4019PL)</b>	<b>73</b>
<b>English Green (4028PL)</b>	<b>39</b>
<b>Merlot (4027PL)</b>	<b>4</b>

<b>High Gloss HG</b>	
<b>White High Gloss (4001HG)</b>	<b>0</b>
<b>Black High Gloss (4017HG)</b>	<b>58</b>
<b>Cashmere High Gloss (4011HG)</b>	<b>107</b>
<b>Peal High Gloss (4006HG)</b>	<b>115</b>
<b>Slate High Gloss (4018HG)</b>	<b>35</b>
<b>Dust Grey High Gloss (4021HG)</b>	<b>226</b>
<b>Merlot High Gloss (4027HG)</b>	<b>42</b>

<b>Woodgrains PR</b>	
<b>Casting at First Light (2007PR)</b>	<b>0</b>
<b>Weekend Getaway (2003PR)</b>	<b>250</b>
<b>Olmo Odean (1060PR)</b>	<b>287</b>
<b>Ambassador Walnut (1089PR)</b>	<b>192</b>
<b>Karoo Elm (1081PR)</b>	<b>291</b>

## Presentation Development

I developed various presentations for both **Kerno** and **LU Events**. Most recently, I developed a 1-hour webinar presentation for Kerno. I was tasked with creating the presentation which includes all pictures and information used.

This required structuring content for a long-form format, ensuring a clear narrative flow and audience engagement throughout. I focused on visual consistency, clarity, and accurate representation of the brand and product information. The final presentation was designed to effectively communicate key messages while supporting a professional and engaging webinar experience.



## Reimagining Surfaces: The Next Generation of PVC Laminates

Hugo Conde

Oct 28<sup>th</sup>, 2025

